

Why Big Data is a marketing Strategy Relevant to Gen Z males in the Chinese market

Student Name

Institution

Course

Instructor

Date

Big data is the practice of getting and keeping enormous volumes of data for analytics. Though, analyst Doug Laney defined the now-standard description of big data as the three V's, the idea gained traction. This paper will also outline why big data strategy is a marketing strategy relevant to Gen Z males in the Chinese market. First, in terms of volume, industrial equipment, videos, devices, transactions, audio, social media, photos, and other sources are all used to gather data (Ahmed et al., 2017). Before, storing all of that data would have been too costly; now, affordable storage options like data lakes, Hadoop, and the cloud have eased the strain. In terms of velocity, data overflows into an industry or a Company at an extraordinary rate as the Internet of Things develops, and it must be handled very fast. The importance to cope with these overflows of data in near-real-time is driven by smart meters, RFID tags and sensors, (Yaseen et al., 2020). Finally, in terms of diversity from organized, measureable data in traditional databases to videos, audios, stock ticker data, emails, financial transactions, and unstructured text documents.

Data flows are irregular, changing often and fluctuating substantially, adding to the rising velocities and types of data. It is not easy, but firms must be aware of what's happening on social media and how to manage high data amounts seasonal, event-based and daily, (Alwan et al., 2020). This is a bid reason why big data is relevant to Gen Z males in the Chinese market because this is a generation where they rely mostly on the internet and the social media as a whole. Information's tough to connect, match, clean, and change data across systems since it comes from so many diverse places. Hierarchies, numerous data links and relationships, must all be correlated and connected by businesses. If they do not, their information will quickly become out of hand.

## **Why big data is useful to Marketers who target the Gen Z males in the Chinese market**

Big data in marketing reveals which content is most positive at every step of the sales cycle, tactics for boosting conversion rates, revenue, prospect engagement, and customer lifetime value and how CRM system investments may be enhanced. In marketing, big data gives insights on minimizing Consumer Lifetime Value, managing many other consumer-driven metrics critical to running a cloud-based commercial for cloud-based enterprise software enterprises, and Customer Acquisition Cost (Wright et al., 2019). The Gen z males in the Chinese market have been categorized as those who are constantly on the move and have so much in their minds to look at in various times. This is a more reason why there should be insights on minimizing consumer lifetime value through big data and this helps so much for the Gen Z males marketing. For many coming years, marketers believe that analytics and big data will benefit sales and marketing. Due to Big data, it is possible to change the following activities; setting prices, controlling prices, disseminating across selling networks, and optimizing the costs. Thanks to advancements in advanced analytics approaches and big data algorithms, pricing optimization for a specific product is increasingly feasible. Routine price choices in commodity-driven sectors with inelastic items are likewise being automated nowadays. The reasons why big data is important to marketers are as follows;

Big data helps marketers in differentiating prices plans at the optimizing prices and consumer product level. According to McKinsey, essential items account for seventy-five per cent of a typical company's revenue. Yet, thirty per cent of the hundreds of pricing choices made annually fail to give the optimal price (Wright et al., 2019). Pricing provides substantial upside potential for enhancing profitability, with a one per cent price increase translating into an eight

per cent rise in operating profits assuming no volume loss. Second, Big data helps marketers change the way businesses respond to customers and get new insights into their behaviour. According to a Forrester survey, forty-four per cent of B2C marketers uses analytics and big data to boost responsiveness, while thirty-six per cent use data mining and analytics to obtain more insights and build more relationship-driven strategies. The third way in which big data is helpful to the marketers in conducting Customer analytics which accounts for forty eight per cent, is the most popular, the second performing operational analytics, which accounts for twenty-one per cent, and fraud and compliance, which is two per cent. These data is helpful for the purposes of monitoring the Gen Z and this explains why big data strategy is a marketing strategy relevant to Gen Z males in the Chinese market. The most prevalent big data use cases in marketing and sales are a new product and service innovation, which accounts for ten per cent, and enterprise data warehouse optimization, also ten per cent (Wright et al., 2019). As per recent research by Data Meer, consumer analytics rule big data utilization in marketing and sales sections, which supports the four core objectives of boosting customer attainment, increasing revenue per customer, lowering customer churn, and upgrading existing goods.

Another benefit of big data to marketers is that it can integrate intelligence into contextual marketing and related technologies. The Gen Z are people who are opppsessed with technology and there is need for big data to be able to actualize this in the so Many firms' and also on these firms marketing platform stacks are rapidly expanding in response to changing sales, service, customer, and channel demands that current systems do not satisfy. Due to that many marketing stacks do not have comprehensive data and process integration. Big data analytics lays the groundwork for ascendable Systems of Insight that can help solve this challenge (Hallikainen et al., 2019). The fifth important reason big data is very useful to

marketers is that big data analytics, according to Forrester, allows marketers to go above campaign execution and emphasis on improving consumer associations. Marketers can boost the likelihood of increasing customer loyalty and enhancing customer lifetime value by employing big data analytics to define and steer consumer development. Also, big data is beneficial for markets; for example, analytics is being used to improve marketing tactics and go-to-market plans in the biopharma business. According to McKinsey, biopharma businesses usually spend twenty per cent to thirty per cent of their sales on selling, administrative and general, costs. Go-to-market expenses would be instantly lowered if these firms could better match their selling and go-to-market strategies with areas and territories with the most significant sales potential.

Another essential benefit of big data to marketers is that there are market leaders in many industries. The Gen Z consist of a very large population and that is a more reason why this strategy will work for them. In addition, customers are becoming more engaged and loyal due to sophisticated Big Data and analytics, according to a new poll conducted by Forbes Insights (Hallikainen et al., 2019). The study discovered that department-specific Big Data and analytics skills were adequate to get plans off the ground and effective in ten sectors; enterprise-wide expertise and substantial cultural change were achieved when pilot projects yielded favourable outcomes. Also, big data is helping marketers in business to obtain more insight and actionable knowledge into each of their primary business drivers. Big Data is currently offering company value in three key areas: cost reduction, working capital reduction and revenue generation. However, when managed with sophisticated analytics and Big Data, an enterprise's value drivers scale more effectively.

Leading marketers can now create consistent Omni channel consumer experiences across all channels due to Consumer Value Analytics based on Big Data. Customer Value Analytics is

establishing itself as a viable set of Big Data-based solutions that shorten sales cycles while upholding and growing the human aspect of client connections. In the end, Customer Value Analytics has shown to be a viable set of technologies for coordinating exceptional Omnichannel consumer experiences throughout a distribution network (Wright et al., 2019). According to fifty-eight per cent of Chief Marketing Officers, big Data is having the most influence on their marketing programs today in the areas of mobile search engine optimization, marketing and email marketing. In the long run, fifty-four per cent feel Big Data and analytics is critical to the marketing approach for marketers.

Big data helps marketers in improving customers' acquisition. Clients are the lifeblood of organizations worldwide, which is why marketers must devote significant resources to recruiting new ones. One of the most common reasons firms fail to outperform their competitors is a lack of understanding of their consumers (Hallikainen et al., 2019). Big data enables organizations to record client data in real-time and identify trends and patterns, allowing them to produce groundbreaking solutions suited to their specific needs. By incorporating big data into their operations, sixty-nine per cent of organizations is breaking new consumer analysis and acquisition ground. By establishing a data-driven culture, these businesses can save costs by forty-nine per cent while also opening up new avenues for disruption and innovation. Companies may turn consumer insights into enhanced customer engagement with this gathered data, allowing them to be more market aware, boost revenue over time and attract more customers.

Big data also helps marketers of the Company in improving the content. One of the most important aspects of a successful marketing plan is content and this is very important when it comes to the Gen Z and especially makes. Content is one thing that really matters in all marketing strategies and big data helps in this way and especially the Gen Z who are very

specific on content. A firm that uses big data then holds an upper hand when it comes to a marketing strategy relevant to Gen Z males in the Chinese market. Big data has a significant impact on content marketing and is required if the marketer wants to engage with the audience properly. As a result of their exposure to relatively massive datasets, marketers are now better positioned to strategize and adapt their content. Material marketing's fundamental goal is to provide content that your target audience wants to view. Big data allows marketers to learn particular facts about their audience groups, such as which platforms they like to use, how long they spend engaging with their content, what sort of material they prefer, and so on. Marketers may use this Data to provide high-quality, tailored content to their potential consumers and reach out to them on the appropriate channels to increase their exposure. Companies may build more informed consumer experiences that help them reach their marketing goals by utilizing big data. If tracking the target audience and determining their content preferences is difficult, partnering with a prominent data analytics services provider may assist a marketer in developing and executing effective data-driven content marketing strategies that produce the desired outcomes.

Big Data is also essential to marketers as it helps automate artificial intelligence, part of marketing strategy. Marketers need relevant information that offers them a comprehensive image of their prospective clients to succeed in highly focused marketing efforts. However, it's challenging to handle enormous amounts of data all at once since they deal with so much of it. That is where machine learning and artificial intelligence come into play (Ahmed et al., 2017). Machine learning, an Artificial learning area, uses complicated algorithms to analyze large amounts of data to identify trends and acquire relevant insights for marketers via interactive dashboards and charts. As a result, Artificial intelligence is the future of marketing since it allows marketers to go deeper into raw data and analyze it more thoroughly to build more focused ad

campaigns. Incorporating workflow automation into marketers' daily routine, in addition to Artificial intelligence, will help marketers speed up their company operations. Big data workflows are made up of numerous processes that use various technologies and are completed in real-time. That allows marketers to boost the project's efficiency and scalability, minimise gaps outages, and manage any hazards using workflow automation, making the data process more dependable. That is why huge businesses have been successful and have made a name for themselves in their respective fields.

Finally, big data helps marketers in testing, tracking, and optimizing. When marketers combine data-driven processes with A/B testing, they can test their marketing considerably more effectively than if they only did A/B testing. Their team of data scientists can discover the strategies that work the best, avoid the ones that do not provide the intended results, and help those invest in successful campaigns with the proper datasets from big data processes at their disposal (Wright et al., 2019). For example, assume that assume a marketer is putting a new website design to the test to determine which one works best in terms of conversions. They can find out how long clients spend on those two distinct website designs, as well as the number of users who complete purchases for each, by combining the power of A/B testing and big data. After getting the study's findings, they may use the best design and optimize their website to improve their success. Therefore, with big data, they can measure, test, and improve all of their business operations more efficiently, from emails, sign-ups and ad clicks, to social media engagement rates and calls to action.

### **Application of the big data**

Big data can be applied in marketing in the following ways. The first one is building better customer relationships. Knowing the consumer and their preferences allows the marketing



team to better comprehend the customer's decision-making process before recommending a particular brand (Cuocolo et al., 2019). This is very important as it should apply in knowing of Gen Z decision making processes That will enable the marketing team to streamline and customize the consumer experience. For example, the data indicates that consumers are drawn to a specific e-commerce platform because of its membership benefits and loyalty program. In recruiting recruit such clients, the marketing team might focus on developing tactics to advertise the help of their loyalty program. Having Data on clients and their tastes also allows online retailers to present them the right stuff at the right time in recommended items, promoting other products and making the customer journey easier within their site. Also, knowing consumers and using principles like KYC ensures the user's legitimacy. Still, it also assists businesses in classifying users so that they may get the appropriate material while marketing on the right platform. In other words, if the customers are of a given age bracket and utilize social media, the corporation may promote itself online through pages and adverts.

Another way in which big data is applied in marketing is through making appropriate brand positing. Gen Z are people that focus mostly on the brand itself and this is a more reason why big data strategy is a marketing strategy relevant to Gen Z males in the Chinese market. Big Data makes it easier to position a brand by providing a variety of groups and categorizations. Having information about a brand's growth and client base may aid firms in establishing their brand in the market among the proper people (Cuocolo et al., 2019). That is the most well-known marketing technique, and it is similar to distinction. Knowing why your business is popular with which client base may assist in establishing the niche as well as developing a plan that reflects the brand while also attracting the attention of additional customers. Brand positioning may be done based on various factors such as quality, target demographic, price and so on to gain

traction among a particular group. This type of marketing technique not only increases sales but also fosters market competitiveness. Big data can also be applied in optimizing prices. Big Data can provide firms with information about the inflation rates over time and their competitors' prices and assist them in understanding the buying power of their brand's users so that they can adhere to it without incurring any losses. Although the marketing team does not have direct control over price regulation, they can suggest ways to explain its product prices. Furthermore, the Data on altered pricing can assist the firm in developing plans to clear old product stockpiles during sales or make appropriate price decisions for new items that are expected to be released in the market.

Finally, big data can be applied in designing advertisements and campaigns. The Gen Z are people who focus on various advertisements and this also explains why big data strategy is a marketing strategy relevant to Gen Z males in the Chinese market. Big Data is also collected from social media so that the marketing team can see what is trending to change their marketing plan accordingly. Something that the public can relate to and is on an excellent purpose attracts the brand's attention (Ghofrani et al., 2018). One such effort is Dove's 'Stop the Beauty Test,' which asks women to share their personal experiences with them. Campaigns, mainly social media campaigns or digital marketing techniques, are the most generally used marketing approach for businesses today since they focus on the concept first and are created so that anybody can participate from their different accounts. The marketing teams here are focusing on audience interaction. Big data also gives insights into the channels that are most effective at delivering the most significant outcomes. That allows the corporation to allocate resources to its channels following the marketing. Advertising items is also a step of marketing; in fact, most marketing is done by advertising products on numerous channels; thus, if a company adopts a

practical approach to the Data it collects from various channels, it may entirely change its marketing plans. This are the many reasons why we consider big data strategy as a marketing strategy that is relevant to Gen Z males in the Chinese market.

## References

- Ahmed, W., & Ameen, K. (2017). Defining big data and measuring its associated trends in the field of information and library management. *Library Hi Tech News*.
- Yaseen, H. K., & Obaid, A. M. (2020). Big Data: Definition, Architecture & Applications. *JOIV: International Journal on Informatics Visualization*, 4(1), 45-51.
- Wright, L. T., Robin, R., Stone, M., & Aravopoulou, D. E. (2019). Adoption of Big Data technology for innovation in B2B marketing. *Journal of Business-to-Business Marketing*, 26(3-4), 281-293.
- Hallikainen, H., Savimäki, E., & Laukkanen, T. (2020). Fostering B2B sales with customer big data Choi, T. M., Wallace, S. W., & Wang, Y. (2018). Big data analytics in operations management. *Production and Operations Management*, 27(10), 1868-1883.
- analytics. *Industrial Marketing Management*, 86, 90-98.
- Ghofrani, F., He, Q., Goverde, R. M., & Liu, X. (2018). Recent applications of big data analytics in railway transportation systems: A survey. *Transportation Research Part C: Emerging Technologies*, 90, 226-246.
- Cuocolo, R., Perillo, T., De Rosa, E., Ugga, L., & Petretta, M. (2019). Current applications of big data and machine learning in cardiology. *Journal of geriatric cardiology: JGC*, 16(8), 601

Alwan, H. B., & Ku-Mahamud, K. R. (2020, February). Big data: Definition, characteristics, life cycle, applications, and challenges. *IOP Conference Series: Materials Science and Engineering* (Vol. 769, No. 1, p. 012007). IOP Publishing.